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September 23, 2008

Date of Deposit

Joshua E. Garfield (Reg. No. 58,416)

Name of applicant, assignee or Registered
Representative

/Joshua E. Garfield/

Signature

Our Case No. 10022/142

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Dempski et al.

Serial No.: 09/924,669

Filing Date: August 8, 2001

For : ENHANCED CUSTOM CONTENT
TELEVISION

Examiner: S. Chowdhury

Group Art Unit No.: 2623

Conf. No.: 3664

**RESPONSE TO THE FINAL OFFICE ACTION
MAILED JUNE 23, 2008**

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In response to the Final Office Action mailed June 23, 2008, Assignee kindly requests reconsideration of the rejection in view of the following remarks and arguments.

Remarks begin on page 2 of this paper.